R J Reynolds
Tobacco Company

Lanny Wolfe
Account Manager

400 Raritan Center Parkway Suite D
Edison, NJ 08837
(732) 225-4774 Fax (732) 417-9076
Voice Mail 800-757-8255, Ext. 48795

September 15, 1997

Vikisha Inc.
451-453 St. Pauls Ave
Jersey City, NJ 07306

Re: *September 1997 Monarch DPC Promotion*

Attached is the information you will need to work the Sept. Monarch .30 off per pack DPC promotion:

- Please black line and sticker all product .30 off per pack.
- Pack the each display with 1 carton of Monarch Full Flavor 100, 1 carton Monarch Lights 100s, 1 carton Monarch Ultra Lights 100s, and 1 carton of Monarch Lights Menthol 100s.
- Send one Monarch 4 carton .30 off per pack display to each account prebooked (attached)

If you have any questions please let me know.

Thanks,

Lanny

LTW/as
attachments

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Source: https://www.industrydocuments.ucsf.edu/docs/flfy0000

Monarch

R.J. Reynolds Tobacco Company Presents
September '97 **MONARCH** DPC PROMOTION

Account: **Viklsha Inc. #543805**

Brand Promotion	*Monarch* 30 off per pack 4 carton display

Display Packing	1 ctn Monarch Full Flavor 100s 1 ctn Monarch Lights 100s 1 ctn Monarch Ultra Light 100s 1 ctn Monarch Lights Menthol 100s
Delivery Date	**9/22/97**
Displays	1
Display Assembly	♦ **Black line** and sticker 1 cartons of Monarch FF100s @.30 off per pack ♦ **Black line** and sticker 1 cartons of Monarch Lt100s @.30 off per pack
Display Assembly (continued from page 1)	♦ **Black line** and sticker 1 cartons of Monarch UL100s @.30 off per pack ♦ **Black line** and sticker 1 cartons of Monarch LtMen100s @.30 off per pack • Place 10 stickered packs of each of the 4 styles of Monarch in each Monarch display (previously shipped to you)
Billing	1 Monarch Full Flavor 100s @3.00 per carton off invoice. 1 Monarch Light 100s @3.00 per carton off invoice. 1 Monarch Ultra Light 100s @3.00 per carton off invoice. 1 Monarch Light Menthol 100s @3.00 per carton off invoice. • Send a display to each account on attach prebooks beginning **9/22/97**.
Packing and shipping payment	28.00 per 12M case of Live product

Note: Voice mail 800-757-8255 mail box #48796 if you have any questions.

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